# PUT THESE ON AND SEE
# A WHOLE NEW MARKET.

**PYRAMEX**
THE PEAK OF SAFETY AND STYLE ™

## DV30: DIGITAL VISION FEATURES

**IMPROVING ACCURACY**
Yellow tinted lenses preserve color recognition while improving your percentage of depth perception and contrast.

**HIGHER PROTECTION**
DV30 lenses provide protection against UV Radiation up to 400nm. The UV absorbing lenses protect eyes from harmful neon and halogen light.

**LESS FATIGUE**
High definition lenses block out 65% of blue light. This will reduce the sharpness of objects which cause eye fatigue, tired, or sore eyes, that can lead to headaches.

**GREATER COMFORT**
Anti-reflection coating decreases computer glare and overhead fluorescent glare

**RECOMMENDED FOR OFFICE**
Artificial light in an office environment quickly leads to eye fatigue, and working on the computer puts a strain on the eyes. It's particularly important to use anti-reflective coatings to protect your eyes while working.

**RECOMMENDED FOR DRIVING**
Enhanced color recognition provides you with improved safety & faster recognition of potential hazards on the road, especially at night. The reflections of street lamps and headlights on your lenses are virtually eliminated.

**HIGH DURABILITY**
Anti-reflective coatings enhance the quality and extend the lifetime of your lenses by providing superior scratch resistance, durability and resistance to dirt and water.

*Meets ANSI Z80.3-2001 Standards.*

# EVERYBODY WHO USES A COMPUTER NEEDS EYE PROTECTION.

Even though many people haven't heard of it yet, Computer Vision Syndrome (CVS) is the eye problem of the decade. After long hours in front of a computer, workers and gamers alike experience a full range of discomforting and painful symptoms. The American Optometric Association says as many as 90% of the world's computer users may be affected.

Now Pyramex puts you in the forefront of this vast emerging market. Our custom-tinted glasses are proven to reduce many of the most painful symptoms of CVS. And, as usual, Pyramex innovation delivers streamline style and superior quality at a popular price point.

This is the product most computer users are destined to own. Contact us now to find out how Pyramex can help you get out in front of your competition in the yet untapped market.

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Phone 800.736.8673  Fax 901.861.4967

# AN INSIGHT TO COMPUTER VISION SYNDROME:

**WHAT IS COMPUTER VISION SYNDROME (CVS)?**
Yellow tinted lenses preserve color recognition while improving your percentage of depth perception and contrast.

**WHAT ARE THE SYMPTOMS OF CVS?**
Headaches, dry eyes, eye fatigue, blurred vision and neck pain—are all symptoms of computer vision syndrome (CVS).

**WHO DOES CVS AFFECT THE MOST?**
CVS affects some 90% of the people who spend three hours or more a day at a computer, according to the National Institute of Occupational Safety and Healthy.

**HOW DOES DV30 DIGITAL VISION EYEWEAR WORK TO ALLEVIATE CVS?**
DV30 will reduce the sharpness of objects which cause eye fatigue, tired, or sore eyes, that can lead to headaches. The custom tinted lenses preserve color recognition while improving your percentage of depth perception and contrast. The UV absorbing lenses protect eyes from harmful neon and halogen light. High definition lenses block out 65% of blue light.

## DV30 DIGITAL VISION EYEWEAR

As markets evolve, Pyramex continues to develop innovative new products in vision protection. While many people have not yet heard of Computer Vision Syndrome (CVS), studies say that it will be the eye problem of the decade. DV30 Digital Vision Eyewear puts you in the forefront of preventing this vast, emerging vision issue.

Our custom tinted lenses are proven to reduce many of the most painful symptoms of CVS. And as you expect from Pyramex, all of this protection is in a stylish, comfortable spectacle designed for all day wear.

## COMPUTER VISION SYNDROME (CVS)

"Computer eye strain affects more than 70% of the approximately 143 million Americans who work on a computer on a daily basis, according to the American Optometric Association (AOA).

Symptoms of computer vision syndrome (CVS) don't occur only in adults. Millions of children work at a computer or play video games every day, either at home or in school. Prolonged computer use can stress a child's eyes and may affect normal vision development. If you or your child spend more than two hours per day in front of a computer screen, it's likely you will experience some degree of computer vision syndrome.

Computer eye strain and computer vision syndrome are caused by our eyes and brain reacting differently to characters on a computer screen than they do to printed characters. Our eyes have little problem focusing on printed material that has dense black characters with well-defined edges. But characters on a computer screen don't have the same degree of contrast and definition. This makes it more difficult for our eyes to maintain focus on these images. Continuous flexing of the eyes' focusing muscles creates the fatigue and eye strain that commonly occur during and after computer use.

In addition to increasing comfort during computer use, recent studies have shown that computer eyeglasses can increase computer worker productivity, with cost savings to employers who provide the eyewear.

Using proper computer eyewear can prevent eye strain and increase productivity and accuracy."

*Reference:*
*http://www.allaboutvision.com/cvs/faqs.htm*

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